

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #619822

Mr. B. Finkle
WUSTEFELD CO.

SMOKER WINSTON B2GF CAP / PROMOTION #700927

Dear Bruce:

WINSTON regular product has been ordered (see quantities listed below), as well as 6 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC Code</u> | <u>WINSTON</u> <u>Brand Style</u> | <u>Case</u> <u>Size</u> | <u>#/ Cases</u> |
|-----------------|--------------------------------------|----------------------------|-----------------|
| 12300-11906 | Light Box | 6M | 1 |

| | |
|------------------------------------|------------------------------------|
| <u>Product / Premium Arrival:</u> | <u>September 15, 1997</u> |
| <u>Ship Date to Retail:</u> | <u>Week of: September 23, 1997</u> |
| <u>SKU CUBE:</u> | 2.5480 |
| <u>SKU WT (w/o Product):</u> | 8.2000 lbs |
| <u>Retail Sales Offer per Sku:</u> | 20 units |

| | |
|-------------------------|----------------------|
| <u>Billing per Sku:</u> | 4 Full Price Cartons |
|-------------------------|----------------------|

| | |
|---------------------------|-----------------|
| <u>EFT \$ Amount:</u> | <u>\$354.59</u> |
| <u>Non-EFT \$ Amount:</u> | <u>\$N/A</u> |

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-2-
B2GFP
WUSTEFELD CO.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$11.20 (0.4 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162303

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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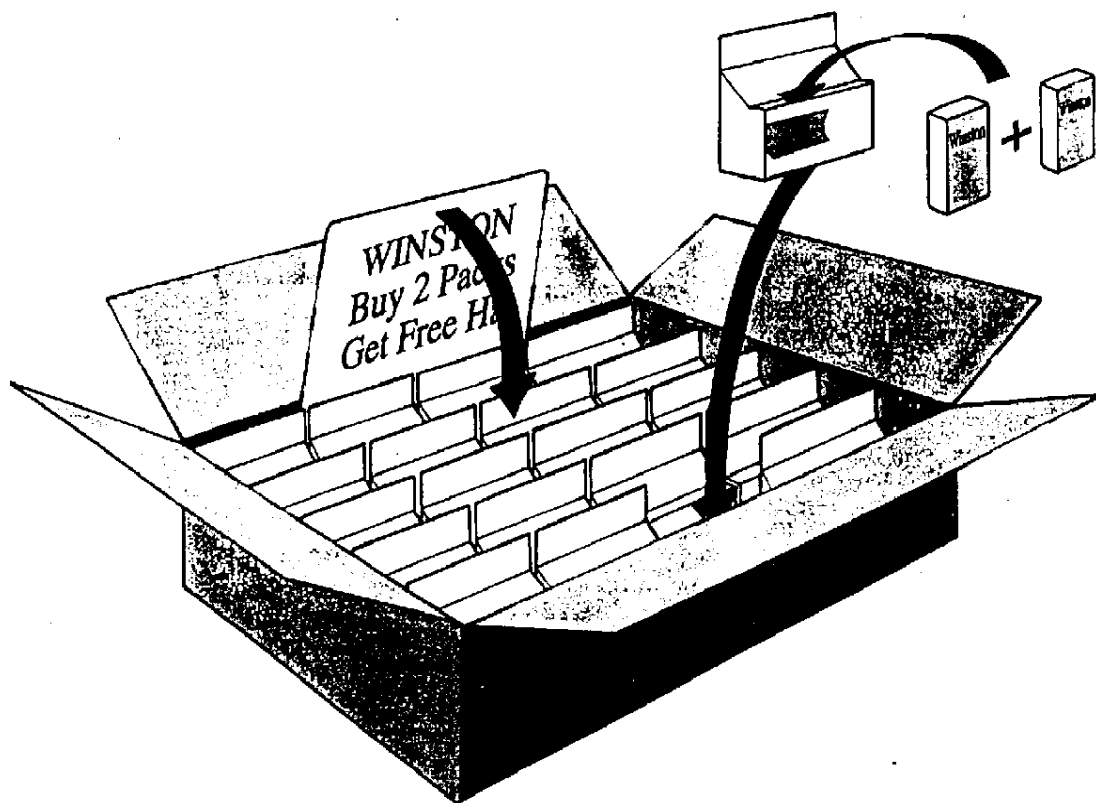
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

| | | | | | | |
|-------------------|------------------|--|--|--|--|--|
| Brand Style | <i>Light Box</i> | | | | | |
| Number of Cartons | <i>4</i> | | | | | |

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The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

SPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 12

DATE: 97-08-11

TIME: 03:14 PM

WHOLESALE : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|------------------|--------------------|-------------|----|-------|-----|-----|----------|----------|---------------|
| 162302 | 162320 | 177018 | MOOREWOOD IGA | MAIN STREET | NORTH CREEK | NY | 12853 | 1 | | | | (518)251-2775 |
| 162305 | 162322 | 575489 | CAPITAL NEWS | 232 WASHINGTON AV | ALBANY | NY | 12210 | 1 | | | | (518)465-6925 |
| 162305 | 162322 | 636357 | R&A GROCERY | 267 CENTRAL AVENUE | ALBANY | NY | 12206 | 1 | | | | (518)436-8475 |
| 162305 | 162326 | 654282 | J&G | SOUTHERN BLVD | ALBANY | NY | 12209 | 1 | | | | (518)465-6353 |
| 162305 | 162322 | 764401 | SAM'S SHOPPE | 438 CENTRAL AVE | ALBANY | NY | 12206 | 1 | | | | (000)453-9654 |
| 162306 | 162326 | 681153 | ZENATH PETROLEUM | RT. 66 & 9H | GHENT | NY | 12075 | 1 | | | COBBLE H | (518)828-5829 |

PAGE BREAK TOTAL ACCOUNTS 6 TOTAL QUANTITY 6

TEMPLATE TOTAL ACCOUNTS 6 TOTAL QUANTITY 6

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